

Revised Application Documentation: Revision made by NSDA_25 May 2015

QUALIFICATION FILE – CONTACT DETAILS OF SUBMITTING BODY

Name and address of submitting body:

Retailers Association's Skill Council of India (RASCI)
703-704, Sagar Tech Plaza - A,
Andheri-Kurla Road,
Sakinaka Junction, Sakinaka,
Andheri (E), Mumbai-400 072

Name and contact details of individual dealing with the submission

Name: James A. Raphael

Position in the organisation: Chief Operating Officer & Sr. Vice President

Address if different from above

Same as above.

Tel number(s): +91 22 40058210-5

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List of documents submitted in support of the Qualifications File

1. Sector Profiling
2. Occupational Map
3. Validation of Occupational Standards by Industry
4. Approval of QRC
5. Putting up the Occupational Standards in public view and declaration of Standard as NOS
6. Progression matrix
7. Protocol for Affiliation of Assessment Bodies and Assessment Framework
8. List of Companies which participated in the NOS development process including validation

QUALIFICATION FILE SUMMARY

Qualification Title	Sales Associate		
Body/bodies which will assess candidates	RASCI affiliated Assessment Agency		
Body/bodies which will award the certificate for the qualification.	RASCI		
Body which will accredit providers to offer the qualification.	RASCI		
Occupation(s) to which the qualification gives access	Store Operation		
Proposed level of the qualification in the NSQF.	4 (Level four)		
Anticipated volume of training/learning required to complete the qualification.	280 hours		
Entry requirements / recommendations.	10th Standard Pass		
Progression from the qualification.	Team Leader		
Planned arrangements for RPL.	RPL arrangements and policies are under development		
International Comparability	Service Skill Australia (Code: SIR30212)		
Formal structure of the qualification			
Title of unit or other component (include any identification code used)	Mandatory/Optional	Estimated size (learning hours)	Level
RAS/N0114 - To process credit applications for purchases RAS/N0120 - To help keep the store secure RAS/N0122 - To help maintain healthy and safety RAS/N0125 - To demonstrate products to customers RAS/N0126 - To help customers choose right products RAS/N0127 - To provide specialist support to customers facilitating purchases RAS/N0128 - To maximise sales of goods & services RAS/N0129 - To provide personalised sales & post-sales service support RAS/N0130 - To create a positive image of self & organisation in the customers mind RAS/N0132 - To resolve customer concerns RAS/N0133 - To organise the delivery of reliable service RAS/N0134 - To improve customer relationship RAS/N0135 - To monitor and solve service concerns RAS/N0136 - To promote continuous improvement in service RAS/N0137 - To work effectively in your team RAS/N0138 - To work effectively in your organisation	Mandatory	280 hrs	4

Please attach any document giving further detail about the structure of the qualification – eg a Curriculum or Qualification Pack.

Give details of the document here:

SECTION 1

ASSESSMENT

Name of assessment body:

If there will be more than one assessment body for this qualification, give details.

1. **Integrated Learning Solutions Pvt Ltd / Shoebox**
2. **Anant Learning & Development Pvt. Ltd.**
3. **Simplex Solutions**
4. **Assess People**
5. **Global Success Foundation**
6. **Edusharp Finishing School Private Limited**
7. **C&K Management Limited**
8. **Our Helping Hand**
9. **Trendsetters Skill Assessors Pvt Ltd**
10. **Independent Qualitative Assessors Guild - IQAG**
11. **Induslynk Training Services Pvt Ltd / Mettl**
12. **Sanskriti Skills Pvt Ltd**
13. **NSEiT**
14. **Virtual Education Trust**
15. **Test4India**
16. **Technable Solutions Pvt Ltd**
17. **Navriti Technologies**
18. **CoCubes Technologies Pvt Ltd**
19. **Exon Solutions Pvt Ltd.**
20. **Qustn Technologies Pvt Ltd.**
21. **Creaominds Technologies Pvt Ltd**
22. **Ayes Infotech Pvt Ltd**
23. **Grade Zone**
24. **Multi Skills Assessment Guild (MSAG)**
25. **India Skills Pvt Ltd**
26. **TalentBridge Technologies Pvt Ltd**
27. **Castle Rock Educational Society**
28. **Skill Training Assessment Management Partners (STAMP)**
29. **Eduworld Consultants Pvt Ltd**
30. **Corporate Star Consultants**
31. **Skills Mantra Edutech Consulting India Pvt Ltd**
32. **Federation of Indian Women Entrepreneurs**
33. **Ajoooni Skills India Pvt Ltd**
34. **Avanti Bai Lodhi Society**
35. **Mahatma Gandhi University**

Will the assessment body be responsible for RPL assessment?

Give details of how RPL assessment for the qualification will be carried out and quality assured.

RPL will be based on the same approved Qualification Pack and Assessment Criteria mentioned in the Qualification Pack.

The process of RPL assessment is under development.

Describe the overall assessment strategy and specific arrangements which have been put in place to ensure that assessment is always valid, consistent and fair and show that these are in line with the requirements of the NSQF:

The emphasis is on practical demonstration of skills and knowledge based on the performance

criteria. The assessment papers are developed by Subject Matter Experts (SME) available with the Assessment Agency as per the performance and assessment criteria mentioned in the Qualification Pack. The assessments papers are also checked for the various outcome based parameters such as quality, time taken, precision, tools & equipment requirement etc. The assessment sets are then reviewed by RASCI official for consistency.

The assessment results are backed by evidences collected by assessors.

- 1 The assessor needs to collect a copy of the attendance for the training done under the scheme. The attendance sheets are signed and stamped by the In charge / Head of the Training Centre.
- 2 The assessor needs to verify the authenticity of the candidate by checking the photo ID card issued by the institute as well as any one Photo ID card issued by the Central/Government. The same needs to be mentioned in the attendance sheet. In case of suspicion, the assessor should authenticate and cross verify trainee's credentials in the enrolment form.
- 3 The assessor needs to punch the trainee's roll number on all the test pieces.
- 4 The assessor can take a photograph of all the students along with the assessor standing in the middle and with the centre name/banner at the back as evidence.
- 5 The assessor also needs to carry a photo ID card.

The assessment agencies are instructed to hire assessors with integrity, reliability and fairness. Each assessor shall sign a document with its assessment agency by which they commit themselves to comply with the rules of confidentiality and conflict of interest, independence from commercial and other interests that would compromise impartiality of the assessments.

Please attach any documents giving further information about assessment and/or RPL.

Give details of the document(s) here:

ASSESSMENT EVIDENCE

Complete the following grid for each grouping of NOS, assessment unit or other component as per the assessment criteria. Insert the required number of rows.

CRITERIA FOR ASSESSMENT OF TRAINEES

Sales Associate

RAS/Q0104

Retailers Association's Skill Council of India (RASCI)

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS.
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS / N0114 To process credit applications for purchases	PC1. Identify the customer's needs for credit facilities.	100	15	7.5	7.5
	PC2. Clearly explain to the customer the features and conditions of credit facilities.		20	10	10
	PC3. Provide enough time and opportunities for the customer to ask for clarification or more information.		15	7.5	7.5
	PC4. Accurately fill in the documents needed to allow the customer to get credit.		20	10	10
	PC5. Successfully carry out the necessary credit checks and authorisation procedures.		15	7.5	7.5
	PC6. Promptly refer difficulties in processing applications to the right person		15	7.5	7.5
	Total		100	50	50
RAS / N0120 To help keep the store secure	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so.	100	15	7.5	7.5
	PC2. Follow company policy and legal requirements when dealing with security risks.		20	10	10
	PC3. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person.		15	7.5	7.5
	PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise.		20	10	10
	PC5. Follow company policies and procedures for maintaining security while you work.		15	7.5	7.5
	PC6. Follow company policies and procedures for making sure that security will be maintained when you go on your breaks and when you finish work		15	7.5	7.5
	Total		100	50	50

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS / N0122 To help maintain healthy and safety	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	10	5	5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		10	5	5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		15	7.5	7.5
	PC4. Recognise when evacuation procedures have been started and following company procedures for evacuation		10	5	5
	PC1. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		15	7.5	7.5
	PC2. Promptly take the approved action to deal with risks if you are authorised to do so.		10	5	5
	PC3. If you do not have authority to deal with risks, report them promptly to the right person.		15	7.5	7.5
	PC4. Use equipment and materials in line with the manufacturer's instructions.		15	7.5	7.5
	Total		100	50	50
RAS / N0125 To demonstrate products to customers	PC1. Prepare the demonstration area and check that it can be used safely.	100	15	7.5	7.5
	PC2. Check you have the equipment and products you need to give the demonstration.		15	7.5	7.5
	PC3. Explain the demonstration clearly and accurately to the customer.		20	10	10
	PC4. Present the demonstration in a logical sequence of steps and stages.		15	7.5	7.5
	PC5. Cover all the features and benefits you think are needed to gain the customer's interest.		15	7.5	7.5
	PC6. Promptly clear away the equipment and products at the end of the demonstration and connect with the customer		20	10	10
	Total		100	50	50
RAS / N0126 To help customers choose right products	PC1. Find out which product features and benefits interest individual customers and focus on these when discussing products.	100	10	5	5
	PC2. Describe and explain clearly and accurately relevant product features and benefits to customers.		10	5	5
	PC3. Compare and contrast products in ways that help customers choose the product that best meets their needs.		5	2.5	2.5
	PC4. Check customers' responses to your explanations, and confirm their interest in the product.		5	2.5	2.5
	PC5. Encourage customers to ask questions & respond to their questions, comments & objections in ways that promote sales & goodwill.		5	2.5	2.5
	PC6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.		5	2.5	2.5
	PC7. Constantly check the store for security, safety and potential sales whilst helping customers.		10	5	5
	PC1. Give customers enough time to evaluate products and ask questions.		10	5	5
	PC2. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.		10	5	5
	PC3. Identify the need for additional and associated		10	5	5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	products and take the opportunity to increase sales.				
	PC4. Clearly acknowledge the customer's buying decisions.		10	5	5
	PC5. Clearly explain any customer rights that apply.		5	2.5	2.5
	PC6. Clearly explain to the customer where to pay for their purchases.		5	2.5	2.5
	Total		100	50	50
RAS / N0127 To provide specialist support to customers facilitating purchases	PC1. Talk to customers politely and in ways that promote sales and goodwill.	100	10	5	5
	PC2. Use the information the customer gives you to find out what they are looking for.		5	2.5	2.5
	PC3. Help the customer understand the features and benefits of the products they have shown an interest in.		5	2.5	2.5
	PC4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.		10	5	5
	PC5. Promote the products that give the best match between the customer's needs and the store's need to make sales.		5	2.5	2.5
	PC6. Spot and use suitable opportunities to promote other products where these will meet the customer's needs.		5	2.5	2.5
	PC7. Control the time you spend with the customer to match the value of the prospective purchase.		10	5	5
	PC8. Constantly check the store for safety, security and potential sales while helping individual customers.		5	2.5	2.5
	PC1. Find out if the customer is willing to see a demonstration.		5	2.5	2.5
	PC2. Set up demonstrations safely and in a way that disturbs other people as little as possible.		5	2.5	2.5
	PC3. Check you have everything you need to give an effective demonstration.		5	2.5	2.5
	PC4. Give demonstrations that clearly show the use and value of the product.		10	5	5
	PC5. Where appropriate, offer customers the opportunity to use the product themselves.		5	2.5	2.5
	PC6. Give the customer enough chance to ask questions about the products or services you are demonstrating to them.		5	2.5	2.5
	PC7. Check that the store will be monitored for security, safety and potential sales while you are carrying out demonstrations.		10	5	5
	Total		100	50	50
RAS / N0128 To maximise sales of goods & services	PC1. Identify promotional opportunities and estimate their potential to increase sales.	100	15	7.5	7.5
	PC2. Identify promotional opportunities which offer the greatest potential to increase sales.		10	5	5
	PC3. Report promotional opportunities to the right person.		15	7.5	7.5
	PC4. Fill in the relevant records fully and accurately		15	7.5	7.5
	PC1. Tell customers about promotions clearly and in a persuasive way.		10	5	5
	PC2. Identify and take the most effective actions for converting promotional sales into regular future sales.		15	7.5	7.5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC3. Gather relevant and accurate information about the effectiveness of promotions, and communicate this information clearly to the right person.		10	5	5
	PC4. Record clearly and accurately the results of promotions		10	5	5
	Total		100	50	50
RAS / N0129 To provide personalised sales & post-sales service support	PC1. Use available information in the client records to help you prepare for consultations.	100	5	2.5	2.5
	PC2. Before starting a consultation, check that the work area is clean and tidy and that all the equipment you need is to hand.		5	2.5	2.5
	PC3. Quickly create a rapport with the client at the start of the consultation.		5	2.5	2.5
	PC4. Talk and behave towards the client in ways that project the company image effectively.		10	5	5
	PC5. Ask questions that encourage the client to tell you about their buying needs, preferences and priorities.		5	2.5	2.5
	PC6. Where appropriate, tactfully check how much the client wants to spend.		5	2.5	2.5
	PC7. Explain clearly to the client the features and benefits of the products or services you are recommending and relate these to the client's individual needs.		10	5	5
	PC8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.		5	2.5	2.5
	PC9. Make recommendations to the client in a confident and polite way and without pressurising them.		5	2.5	2.5
	PC10. Pace client consultations so you make good use of your selling time while maintaining good relations with the client.		5	2.5	2.5
	PC11. Meet your company's customer service standards in your dealings with the client.		5	2.5	2.5
	PC1. Follow the company's procedures for keeping client records up-to-date.		5	2.5	2.5
	PC2. Record client information accurately and store it in the right places in your company's system.		5	2.5	2.5
	PC3. Keep client information confidential and share it only with people who have a right to it.		5	2.5	2.5
	PC4. Keep to clients' wishes as to how and when you may contact them.		10	5	5
	PC5. Follow your company's policy and procedures for contacting clients.		5	2.5	2.5
	PC6. Where you cannot keep promises to clients, tell them promptly and offer any other suitable products or services.		5	2.5	2.5
	Total		100	50	50
RAS / N0130 To create a positive image of self & organisation in the customers	PC1. Meet your organisation's standards of appearance and behaviour.	100	5	2.5	2.5
	PC2. Greet your customer respectfully and in a friendly manner.		5	2.5	2.5
	PC3. Communicate with your customer in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5

Assessment Outcome mind	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC5. Treat your customer courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep your customer informed and reassured.		5	2.5	2.5
	PC7. Adapt your behaviour to respond effectively to different customer behaviour.		10	5	5
	PC1. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC2. Select the most appropriate way of communicating with your customer.		5	2.5	2.5
	PC3. Check with your customer that you have fully understood their expectations.		5	2.5	2.5
	PC4. Respond promptly and positively to your customers' questions and comments.		10	5	5
	PC5.Allow your customer time to consider your response and give further explanation when appropriate		5	2.5	2.5
	PC1. Quickly locate information that will help your customer.		5	2.5	2.5
	PC2. Give your customer the information they need about the services or products offered by your organisation.		10	5	5
	PC3. Recognise information that your customer might find complicated and check whether they fully understand.		5	2.5	2.5
	PC4.Explain clearly to your customers any reasons why their needs or expectations cannot be met		5	2.5	2.5
	Total		100	50	50
RAS / N0132 To resolve customer concerns	PC1. Identify the options for resolving a customer service problem.	100	10	5	5
	PC2. Work with others to identify and confirm the options to resolve a customer service problem.		10	5	5
	PC3. Work out the advantages and disadvantages of each option for your customer and your organisation.		10	5	5
	PC4. Pick the best option for your customer and your organisation.		10	5	5
	PC5. Identify for your customer other ways that problems may be resolved if you are unable to help		10	5	5
	PC1. Discuss and agree the options for solving the problem with your customer.		10	5	5
	PC2. Take action to implement the option agreed with your customer.		5	2.5	2.5
	PC3. Work with others and your customer to make sure that any promises related to solving the problem are kept.		5	2.5	2.5
	PC4. Keep your customer fully informed about what is happening to resolve problem.		10	5	5
	PC5. Check with your customer to make sure the problem has been resolved to their satisfaction.		10	5	5
	PC6.Give clear reasons to your customer when the problem has not been resolved to their satisfaction		10	5	5
	Total			100	50
RAS / N0133 To organise the delivery of reliable service	PC1. Plan, prepare and organise everything you need to deliver a variety of services or products to different types of customers.	100	5	2.5	2.5
	PC2. Organise what you do to ensure that you are consistently able to give prompt attention to your customers.		5	2.5	2.5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC3.Reorganise your work to respond to unexpected additional workloads		5	2.5	2.5
	PC1. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.		10	5	5
	PC2. Consistently meet your customers' expectations.		10	5	5
	PC3. Balance the time you take with your customers with the demands of other customers seeking your attention.		5	2.5	2.5
	PC4. Respond appropriately to your customers when they make comments about the products or services you are offering.		10	5	5
	PC5. Alert others to repeated comments made by your customers.		5	2.5	2.5
	PC6. Take action to improve the reliability of your service based on customer comments.		5	2.5	2.5
	PC7.Monitor whether the action you have taken has improved the service you give to your customers.		10	5	5
	PC1. Record and store customer service information accurately following organisational guidelines.		5	2.5	2.5
	PC2. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.		10	5	5
	PC3. Quickly locate information that will help solve a customer's query.		5	2.5	2.5
	PC4.Supply accurate customer service information to others using the most appropriate method of communication		10	5	5
	Total		100	50	50
RAS / N0134 To improve customer relationship	PC1. Select and use the best method of communication to meet your customers' expectations.	100	10	5	5
	PC2. Take the initiative to contact your customers to update them when things are not going to plan or when you require further information.		5	2.5	2.5
	PC3.Adapt your communication to respond to individual customers' feelings		10	5	5
	PC1. Meet your customers' expectations within your organisation's service offer.		5	2.5	2.5
	PC2. Explain the reasons to your customers sensitively and positively when their expectations cannot be met.		10	5	5
	PC3. Identify alternative solutions for your customers either within or outside the organisation.		5	2.5	2.5
	PC4. Identify the costs and benefits of these solutions to your organisation and to your customers.		10	5	5
	PC5.Negotiate and agree solutions with your customers which satisfy them and are acceptable to your organisation		5	2.5	2.5
	PC6.Take action to satisfy your customers with the agreed solution		5	2.5	2.5
	PC1. Make extra efforts to improve your relationship with your customers.		5	2.5	2.5
	PC2. Recognise opportunities to exceed your customers' expectations.		10	5	5
	PC3. Take action to exceed your customers' expectations within the limits of your own authority.		10	5	5
	PC4.Gain the help and support of others to exceed your customers' expectations		10	5	5
	Total			100	50

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
RAS / N0135 To monitor and solve service concerns	PC1. Respond positively to customer service problems following organisational guidelines.	100	10	5	5
	PC2. Solve customer service problems when you have sufficient authority.		5	2.5	2.5
	PC3. Work with others to solve customer service problems.		5	2.5	2.5
	PC4. Keep customers informed of the actions being taken.		10	5	5
	PC5. Check with customers that they are comfortable with the actions being taken.		5	2.5	2.5
	PC6. Solve problems with service systems and procedures that might affect customers before they become aware of them.		5	2.5	2.5
	PC7. Inform managers and colleagues of the steps taken to solve specific problems		5	2.5	2.5
	PC1. Identify repeated customer service problems.		5	2.5	2.5
	PC2. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.		10	5	5
	PC3. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with needs of your organisation		5	2.5	2.5
	PC1. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.		5	2.5	2.5
	PC2. Action your agreed solution.		10	5	5
	PC3. Keep your customers informed in a positive and clear manner of steps being taken to solve any service problems.		10	5	5
	PC4. Monitor the changes you have made and adjust them if appropriate		10	5	5
	Total		100	50	50
RAS / N0136 To promote continuous improvement in service	PC1. Gather feedback from customers that will help to identify opportunities for customer service improvement.	100	10	5	5
	PC2. Analyse and interpret feedback to identify opportunities for customer service improvements and propose changes.		5	2.5	2.5
	PC3. Discuss with others the potential effects of any proposed changes for your customers and your organisation.		5	2.5	2.5
	PC4. Negotiate changes in customer service systems & improvements with somebody of sufficient authority to approve trial / full implementation of the change.		10	5	5
	PC1. Organise the implementation of authorised changes.		5	2.5	2.5
	PC2. Implement the changes following organisational guidelines.		5	2.5	2.5
	PC3. Inform people inside and outside your organisation who need to know of the changes being made and the reasons for them.		10	5	5
	PC4. Monitor early reactions to changes and make appropriate fine-tuning adjustments.		5	2.5	2.5
	PC1. Collect and record feedback on the effects of changes.		10	5	5
	PC2. Analyse and interpret feedback and share your findings on the effects of changes with others.		5	2.5	2.5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC3. Summarise the advantages and disadvantages of the changes.		10	5	5
	PC4. Use your analysis and interpretation of changes to identify opportunities for further improvement.		10	5	5
	PC5. Present these opportunities to somebody with sufficient authority to make them happen		10	5	5
	Total		100	50	50
RAS / N0137 To work effectively in your team	PC1. Display courteous and helpful behaviour at all times.	100	10	5	5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		5	2.5	2.5
	PC4. Complete allocated tasks as required		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities		10	5	5
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members		5	2.5	2.5
	PC1. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC2. Follow personal hygiene procedures according to organisational policy and relevant legislation		5	2.5	2.5
	PC1. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		10	5	5
	PC2. Interpret, confirm and act on legal requirements in regard to anti-		5	2.5	2.5
	PC3. Ask questions to seek and clarify workplace information.		10	5	5
	PC4. Plan and organise daily work routine within the scope of the job role.		10	5	5
	PC5. Prioritise and complete tasks according to required timeframes.		5	2.5	2.5
	PC6. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
	Total		100	50	50
RAS / N0138 To work effectively in your organisation	PC1. Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.	100	5	2.5	2.5
	PC2. Make realistic commitments to colleagues and do what you have promised you will do.		5	2.5	2.5
	PC3. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives.		5	2.5	2.5
	PC4. Encourage and support colleagues when working conditions are difficult.		5	2.5	2.5
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2.5	2.5
	PC6. Follow the company's health and safety procedures as you work.		5	2.5	2.5
	PC1. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2.5	2.5
	PC2. Identify the knowledge and skills you will need to achieve your goals.		5	2.5	2.5

Assessment Outcome	Assessment Criteria	Total marks	Marks Allocation		
			Out of	Theory	Skills
	PC3. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning.		5	2.5	2.5
	PC4. Regularly check your progress and, when necessary, change the way you work.		5	2.5	2.5
	PC5. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance		5	2.5	2.5
	PC1. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide.		5	2.5	2.5
	PC2. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2.5	2.5
	PC3. Give clear, accurate and relevant information and advice relating to tasks and procedures.		10	5	5
	PC4. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2.5	2.5
	PC5. Encourage colleagues to ask questions if they don't understand the information and advice you give them.		5	2.5	2.5
	PC6. Give colleagues opportunities to practise new skills, and give constructive feedback.		5	2.5	2.5
	PC7. Check that health, safety and security are not compromised when you are helping others to learn.		10	5	5
	Total		100	50	50

SECTION 2

EVIDENCE OF NEED

<p>What evidence is there that the qualification is needed? Feedback from industry was collected with respect to roles for which qualification packs development was to be prioritized.</p>
<p>What is the estimated uptake of this qualification and what is the basis of this estimate?</p> <ul style="list-style-type: none">• Skills Gap analysis Reports for industry demand• Training duration and current and potential capacity envisaged for potential supply• An LMIS development initiative is being put in place to be more precise regarding the demand and supply
<p>What steps were taken to ensure that the qualification(s) does/do not duplicate already existing or planned qualifications in the NSQF?</p> <ul style="list-style-type: none">• NSDC list of Approved and Under-Development QPs was checked prior to commissioning the work• NSDC QRC team also confirmed the same
<p>What arrangements are in place to monitor and review the qualification(s)? What data will be used and at what point will the qualification(s) be revised or updated?</p> <ul style="list-style-type: none">• Feedback from the Industry and Industry Association• Recommendation and suggestions from the Industry Player and Industry Association

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here:

SECTION 3

SUMMARY EVIDENCE OF LEVEL

Summary of Direct Evidence:

Justify the NSQF level allocated to the QP by building upon the five descriptors of NSQF. Explain the reasons for allocating the level to the QP.

Generic NOS is/are linked to the overall authority attached to the job role.

Sales Associate - RAS/Q0104					
Process Required	Professional Knowledge	Professional Skill	Core Skill	Responsibility	Level
<p>Sales Associate deals with narrow range of products and they are sold by adopting suitable strategies of selling products, to different walk in customer. The activities identified are the familiar and routine activities for him as these activities are independent of customer he is serving.</p>	<p>Jobholder is expected to have knowledge of the products in his current portfolio and also of the alternative product, in terms of their features/specifications, sample Quality, price points, variants and product wise branding techniques. He must have knowledge of the schemes which company may like to offer to the customers.</p> <p>Considering the in-depth professional and factual knowledge, which a Sales Associate has for various products and its selling this QP is pegged at Level 4.</p>	<p>Sales Associate identifies new ways to showcase/ display products as per daily route plan & makes sales pitch using relevant selling aids like handhelds to increase productivity and achieve sales targets. He/She creates demand at point of sale by creating visibility for products putting POSM (Point of sales material) and merchandising elements like counter top/shelves or racks depending on the category of product he/she sells.</p> <p>Thus he is</p>	<p>Jobholder is expected to be aware of target vs achievement. He should be able to for Example</p> <ul style="list-style-type: none"> • Carry competitive market analysis and outlet wise plans • Plans for sale of specific category/SKUs by outlet • Reconciling receivables and other invoices • Interpreting data sheets <p>All of this requires application of basic arithmetic principles. Sales Associate has to actively engage with customer for selling specific products hence they are expected to be good in communication skills. The Sales Associate has to actively engage</p>	<p>The jobholder is responsible to:</p> <ul style="list-style-type: none"> • Plan and implement its sales target • Identify potential customer • Maintain availability of the products in each rack. <p>For each of the product there can be variations in the strategy for product selling. So the jobholder based on his own learning and experience, devise strategies to sell maximum products. He is continuously engaged in the self-learning process and he has the responsibility for own work</p>	4

		<i>practically engaged</i> in the selling activity.	with customer and <i>build rapport</i> with them. Jobholder is expected to conduct themselves in ways, which show a basic understanding of the <i>social and professional environment of working with retailers.</i>	and sales target. Jobholder is majorly responsible for his own job and self learning process which justifies the pegging of the QP at level 4 and not directly involved in some learning of others (which is a requirement for Level 5). In his routine activity he is free from supervision (which is a requirement of level 3).	
Level 4	Level 4	Level 4	Level 4	Level 4	

OTHER EVIDENCE OF LEVEL [This need only be filled in where evidence other than primary outcomes was used to allocate a level] **(Optional)**

Summary of other evidence (if used):

SECTION 4

EVIDENCE OF RECOGNITION OR PROGRESSION

What steps have been taken in the design of this or other qualifications to ensure that there is a clear path to other qualifications in this sector?

[Horizontal and vertical mobility options are available.](#)

Please attach any documents giving further information about any of the topics above.
Give details of the document(s) here: